

CORPORATE COMMUNICATION (B.A.)

ECON 203	FD:T1:Global Microeconomics	3
Total Hours		43-48

Student Learning Outcomes

- The Graduates of the Communication program will use research skills to critically analyze, synthesize and evaluate current research literature and online information to evaluate communication theory and professional practice in terms of practical applicability.
- The Graduates of the Communication program will compose written work in the style of the communication professions and employ effective oral and interpersonal communication skills.
- The Graduates of the Communication program will apply critical thinking, scholarship and knowledge of content to analyze moral and ethical issues in contemporary society and professional communication settings.
- The Graduates of the Communication program will identify and apply the skills of a specialized area of communication.
- The Graduates of the Corporate Communication program will apply the skills of Corporate Communication to a professional environment.

Students must demonstrate Competency in computer applications (Power Point and Spreadsheet).

Recommended

- A Global Learning (GL) experience (<http://catalog.walsh.edu/undergraduate/academic-services/#globallearning>)

Required

- General Education Requirements (<http://catalog.walsh.edu/undergraduate/general-education-curriculum/>)
- Internship

Code	Title	Hours
Corporate Communication Requirements		
Business		
BUS 106	Introduction to Excel	3
BUS 233	Principles of Marketing	3
BUS 234	TH1:CIT: Principles of Managme	3
BUS 360	H1:GL:DV:Cross-Cultural Mgmt	3
BUS 430	Digital Marketing	3
Communication		
COM 175	Digital CreativityApplications	3
COM/ENG 211	Speech	3
COM 212	Interpersonal Communication	3
COM 250	Writing for Mass Media	3
COM 295	Graphic Design	3
or GD 295	Graphic Design	
COM 360	Intro Advert/Public Relations	3
COM 430	Media Internship	1-6
COM 460	Adv Advertising/Public Relat	3
COM 475	Sr Capstone Exper Corp Communi	3
Economics		